

ABSTRACT

Methods and systems of virtual prospecting are provided in which an advertiser narrowly selects prospects and commercials, identifies them to a third party, and the third party communicates the commercials to the prospects, tracking any response, and reporting the results to the advertiser. It is preferred that the advertiser selects the prospect from a prospect list, and selects the commercial from a commercials database. It is also preferred that the commercial is an executable file that includes an identification code. The commercials may also advantageously include a hyperlink to a web site, and initiate a substantially synchronous link such as a telephone call or chat room exchange between the prospect and the advertiser. The step of reporting back to the advertiser preferably includes providing the advertiser with a sorting of prospects by action taken.